



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003742624** | File Number: **0000023600** | Submit Date: **04/07/2017** | Call Sign: **WPCW** | Facility ID: **69880** | City:
JEANNETTE | State: **PA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/07/2017 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2017**

General
Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
PITTSBURGH TELEVISION STATION WPCW INC. Doing Business As: PITTSBURGH TELEVISION STATION WPCW INC.	Edwin L Nass 1725 DESALES ST NW SUITE 501 WASHINGTON, DC 20036 United States	+1 (202) 457-4505	elnass@cbs.com	Company

Contact
Representatives
(1)

Contact Name	Address	Phone	Email	Contact Type
Edwin L Nass <i>DIRECTOR OF SPECTRUM MANAGEMENT</i> CBS	Edwin L Nass 1725 DESALES ST NW SUITE 501 WASHINGTON, DC 20036 United States	+1 (202) 457- 4602	ELNASS@CBS. COM	Technical Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Pittsburgh
	Web Home Page Address	www.wpcwtv.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	CALLING DR. POL (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00AM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	CALLING DR. POL (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30AM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8:00AM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network

Days/Times Program Regularly Scheduled	Saturday, 8:30AM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
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Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00AM
Total times aired at regularly scheduled time	12

Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30AM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 12)	Response
Program Title	SO YOU WANT TO BE (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:00AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	SO YOU WANT TO BE (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:30AM

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	TOMORROW TODAY (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:00AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TOMORROW TODAY features teens learning about the latest advances in science and technology.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	TOMORROW TODAY (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TOMORROW TODAY features teens learning about the latest advances in science and technology.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)		Response
Program Title		SAFARI (D2 H&I)
Origination		Network
Days/Times Program Regularly Scheduled		Sunday, 12:00PM
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 12)	Response
Program Title	SAFARI (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 12:30PM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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Number of Preemptions Rescheduled	0
Length of Program	30 mins
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Non-Core
Educational and
Informational
Programming (0)

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Michael Karas
Address	420 Fort Duquesne Blvd., Suite 100
City	Pittsburgh
State	PA
Zip	15222
Telephone Number	(412) 575-2591
Email Address	karas@kdka.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	CALLING DR. POL (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.

Other Matters (2 of 12)	Response
Program Title	CALLING DR. POL (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Other Matters (3 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Other Matters (4 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
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Length of Program	30 mins

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Other Matters (5 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (6 of 12)	Response
Program Title	DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION (D1 CW)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
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Other Matters (7 of 12)	
Program Title	ECO COMPANY TEENS (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ECO COMPANY TEENS explores all aspects of being green and understanding how our actions impact the world. Viewers learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green ideas, and new products for a sustainable future.
Other Matters (8 of 12)	
Program Title	ECO COMPANY TEENS (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ECO COMPANY TEENS explores all aspects of being green and understanding how our actions impact the world. Viewers learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green ideas, and new products for a sustainable future.
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Other Matters (9 of 12)	Response
Program Title	WONDERFUL WORLD (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WONDERFUL WORLD educates and entertains the entire family. Young adults learn about the various animals that inhabit the earth by going right into the natural habitats of polar bears, exotic monkeys, penguins, bald eagles, grizzly bears, and other wildlife. The series travels the globe to learn about different species and how they survive, from deserts and rainforests to oceans.

Other Matters (10 of 12)	Response
Program Title	WONDERFUL WORLD (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WONDERFUL WORLD educates and entertains the entire family. Young adults learn about the various animals that inhabit the earth by going right into the natural habitats of polar bears, exotic monkeys, penguins, bald eagles, grizzly bears, and other wildlife. The series travels the globe to learn about different species and how they survive, from deserts and rainforests to oceans.

Other Matters (11 of 12)	Response
Program Title	SAFARI (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:00AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Other Matters (12 of 12)	Response
Program Title	SAFARI (D2 H&I)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p>Mike Karas <i>Director of Programming</i></p> <p>04/07/2017</p>

Attachments

No Attachments.